

FIG. 1A

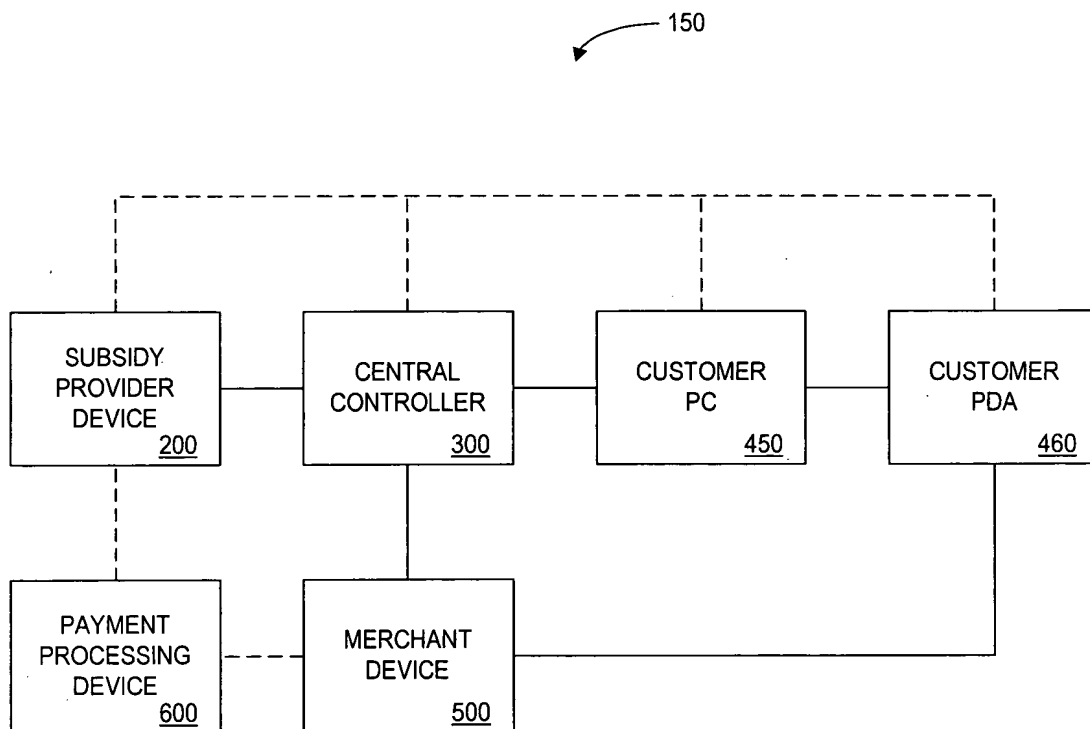


FIG. 1B

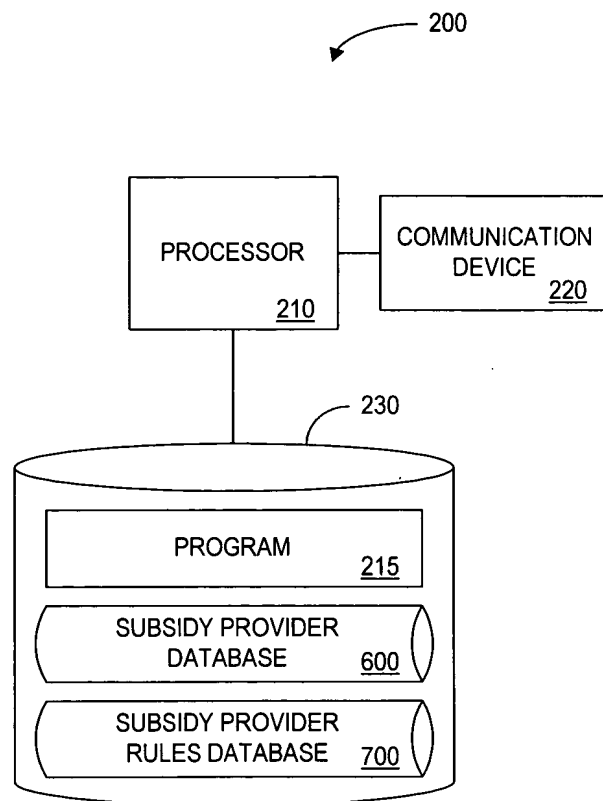


FIG. 2

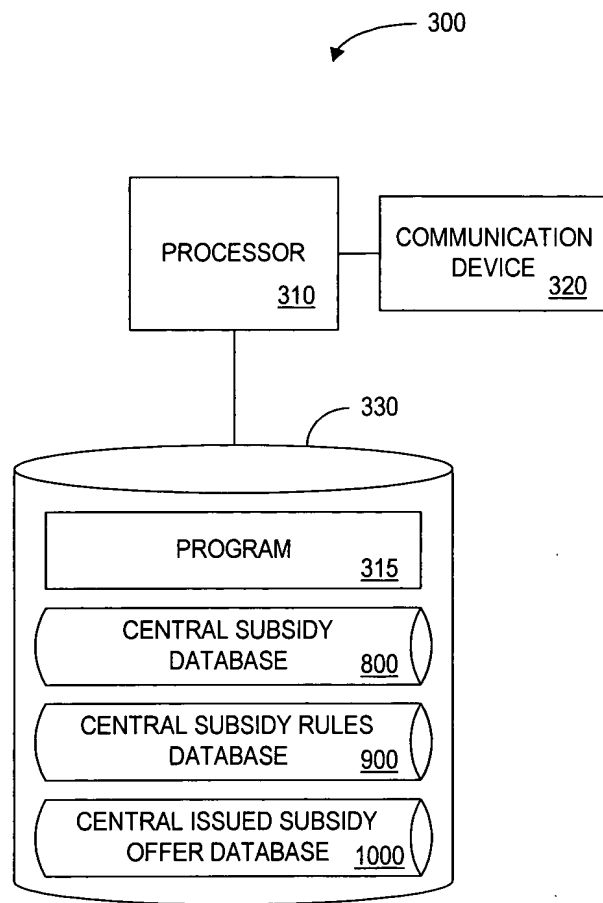


FIG. 3

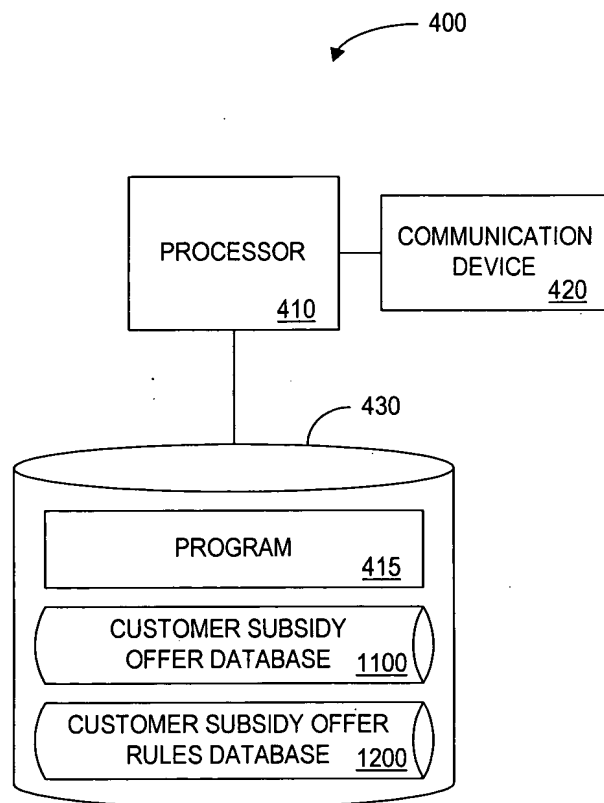


FIG. 4

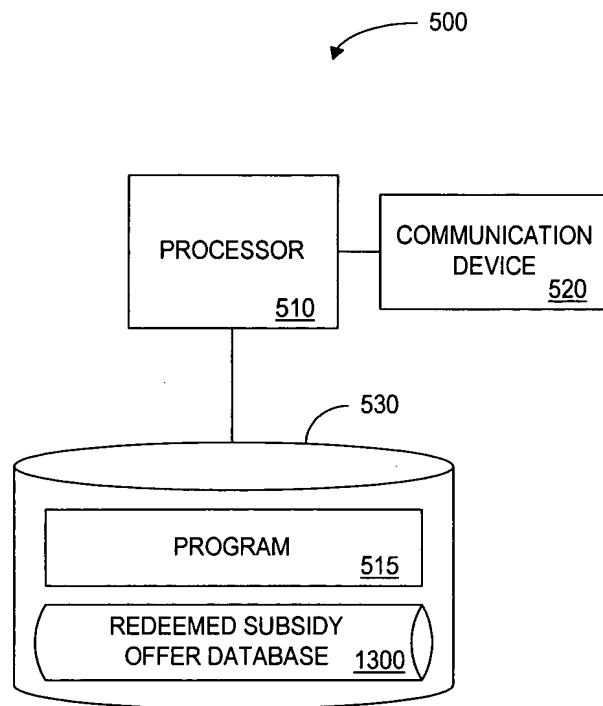


FIG. 5

600

SUBSIDY IDENTIFIER 602	DESCRIPTION 604	TASK 606	BENEFIT 608	EXPIRATION DATE 610	REDEMPTION CODE FORMAT 612
S1001	EARN \$50 CREDIT TOWARDS YOUR PURCHASE IF YOU APPLY FOR A CAPITAL ONE® CREDIT CARD RIGHT NOW!	CUSTOMER FILLS OUT CAPITAL ONE® CREDIT CARD APPLICATION	\$50.00	12/31/02	1001 + <CUSTOMER IDENTIFIER>
S1002	YOUR PURCHASE IS FREE IF YOU ARE APPROVED FOR A CAPITAL ONE® CREDIT CARD ... SIGN UP NOW!	CUSTOMER IS APPROVED FOR A CAPITAL ONE® CREDIT CARD	UP TO \$100.00	12/26/02	1002 + <TRANSACTION IDENTIFIER> + <DATE>
S1003	CALL THIS NUMBER TO HEAR MORE ABOUT OUR NEW GOLD CARD AND RECEIVE A TWO YEAR WARRANTY FOR YOUR NEW COMPUTER ... FREE!	CUSTOMER CALLS A TELEPHONE NUMBER	TWO YEAR WARRANTY	12/01/02	SP101 + S1003 + <CUSTOMER IDENTIFIER>

FIG. 6

FIG. 7

700

SUBSIDY IDENTIFIER 702	EVALUATION CRITERIA 704	TOTAL PROVIDER QUANTITY 706	CURRENTLY AVAILABLE PROVIDER QUANTITY 708
S1001	CUSTOMER NOT CURRENT CAPITAL ONE® CARDHOLDER	1000	800
S1002	(1) ITEM PRICE < \$100.00 AND (2) CUSTOMER RESIDES IN ZIP CODE 06897, 02987, 01287, OR 88166	500	0
S1003	ITEM CATEGORY OF "COMPUTER"	10000	2000

FIG. 7

800

SUBSIDY PROVIDER IDENTIFIER 802	SUBSIDY IDENTIFIER 804	DESCRIPTION 806	TASK 808	BENEFIT 810	EXPIRATION DATE 812	REDEMPTION CODE FORMAT 814
SP101	S1001	EARN \$50 CREDIT TOWARDS YOUR PURCHASE IF YOU APPLY FOR A CAPITAL ONE® CREDIT CARD RIGHT NOW!	CUSTOMER FILLS OUT CAPITAL ONE® CREDIT CARD APPLICATION	\$50.00	12/31/02	1001 + <CUSTOMER IDENTIFIER>
SP101	S1002	YOUR PURCHASE IS FREE IF YOU ARE APPROVED FOR A CAPITAL ONE® CREDIT CARD ... SIGN UP NOW!	CUSTOMER IS APPROVED FOR A CAPITAL ONE® CREDIT CARD	UP TO \$100.00	12/26/02	1002 + <TRANSACTION IDENTIFIER> + <DATE>
SP101	S1003	CALL THIS NUMBER TO HEAR MORE ABOUT OUR NEW GOLD CARD AND RECEIVE A TWO YEAR WARRANTY FOR YOUR NEW COMPUTER ... FREE!	CUSTOMER CALLS A TELEPHONE NUMBER	TWO YEAR WARRANTY	12/01/02	SP101 + S1003 + <CUSTOMER IDENTIFIER>
SP102	S2001	THIS MAGAZINE IS FREE IF YOU AGREE TO SHOP AT KING KULLEN® AGAIN NEXT WEEK	CUSTOMER SHOPS AT KING KULLEN® NEXT WEEK	FREE MAGAZINE	NONE	SP102 + S2001 + <CUSTOMER IDENTIFIER>
SP103	S3001	ONE DOLLAR OFF THIS PURCHASE IF YOU HAVE LUNCH AT BURGER KING® TODAY	CUSTOMER MAKES A PURCHASE AT BURGER KING® BEFORE 5:00 PM	\$1.00	NONE	SP103 + S3001 + <CUSTOMER IDENTIFIER>

FIG. 8

FIG. 9

900

SUBSIDY IDENTIFIER 902	EVALUATION CRITERIA 904	TOTAL CENTRAL QUANTITY 906	CURRENTLY AVAILABLE CENTRAL QUANTITY 908
S1001	CUSTOMER NOT CURRENT CAPITAL ONE® CARDHOLDER	200	50
S1002	(1) ITEM PRICE < \$100.00 AND (2) CUSTOMER RESIDES IN ZIP CODE 06897, 02987, 01287, OR 88166	500	400
S1003	ITEM CATEGORY OF "COMPUTER"	8000	7000
S2001	PURCHASE OF AT LEAST \$50.00, INCLUDING A MAGAZINE, AT ANY KING KULLEN®	15000	500
S3001	ANY PURCHASE AT A MERCHANT WITHIN TWO MILES OF BURGER KING®	100000	15000

FIG. 9

1000

SUBSIDY OFFER IDENTIFIER <u>1002</u>	CUSTOMER IDENTIFIER <u>1004</u>	STATUS <u>1006</u>	REDEMPTION CODE <u>1008</u>
S1001-O235	C1001	OPEN	1001C1001
S1001-O236	C1002	REVOKED	1001C1002
S1002-O211	C1001	REDEEMED	1002T1001_12/15/02
S2001-O941	C3256	OPEN	SP102S2001C3256

FIG. 10

1100

SUBSIDY OFFER IDENTIFIER <u>1102</u>	DESCRIPTION <u>1104</u>	EXPIRATION DATE <u>1106</u>	REDEMPTION CODE <u>1108</u>	STATUS <u>1110</u>
S1001-O235	EARN \$50 CREDIT TOWARDS YOUR PURCHASE IF YOU APPLY FOR . . .	12/31/02	1001C1001	OPEN
S1002-O211	YOUR PURCHASE IS FREE IF YOU ARE APPROVED . . .	12/26/02	1002T1001_12/15/02	REDEEMED
S3001-O431	ONE DOLLAR OFF THIS PURCHASE IF YOU HAVE . . .	NONE	SP103S3001C1001	REVOKED

FIG. 11

1200

SUBSIDY OFFER IDENTIFIER <u>1202</u>	CUSTOMER RULE(S) <u>1204</u>	CUSTOMER QUANTITY <u>1206</u>
S1001-O235	ANY PURCHASE	1
S1002-O211	ITEM PRICE < \$100.00	1
S3001-O431	ANY PURCHASE AT A MERCHANT WITHIN TWO MILES OF BURGER KING®	5

FIG. 12

1300

REDEEMED SUBSIDY OFFER IDENTIFIER <u>1302</u>	CUSTOMER IDENTIFIER <u>1304</u>	REDEMPTION DATE <u>1306</u>	SUBSIDY OFFER REDEMPTION CODE <u>1308</u>
S1002-O211	C1001	12/12/02	1002T1001_12/15/02
S4002-O432	C1234	12/13/02	1111-2222-3333-4444
S2001-O873	C2131	12/13/02	SP102S2001C2131

FIG. 13

1400

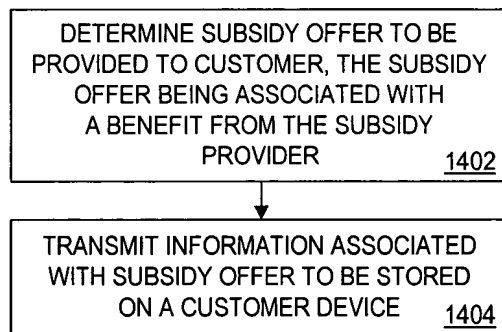


FIG. 14

1500

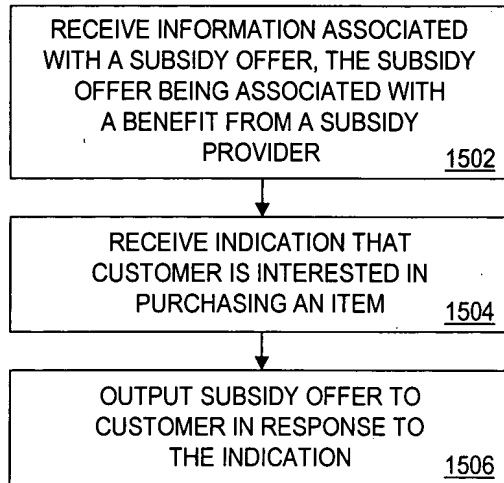


FIG. 15

1600

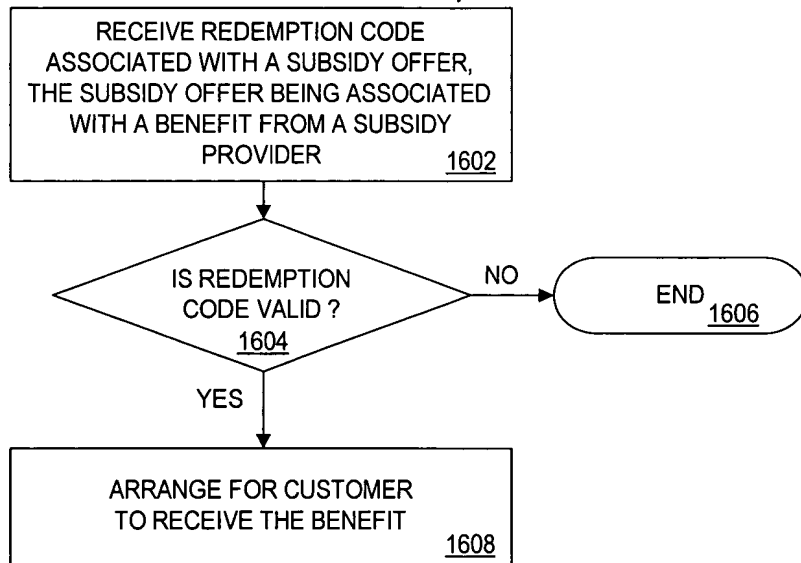


FIG. 16

1700

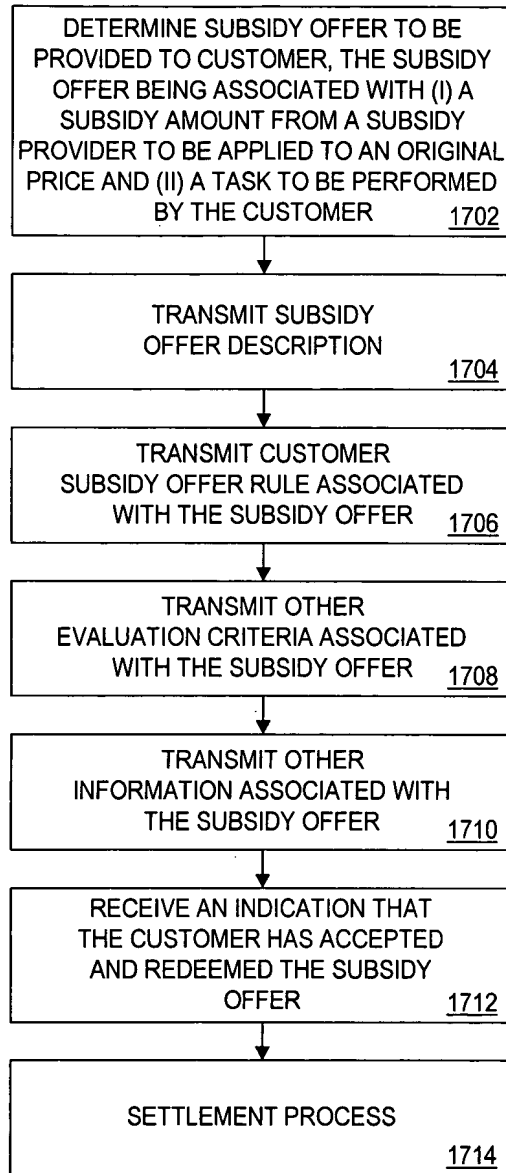


FIG. 17

1800

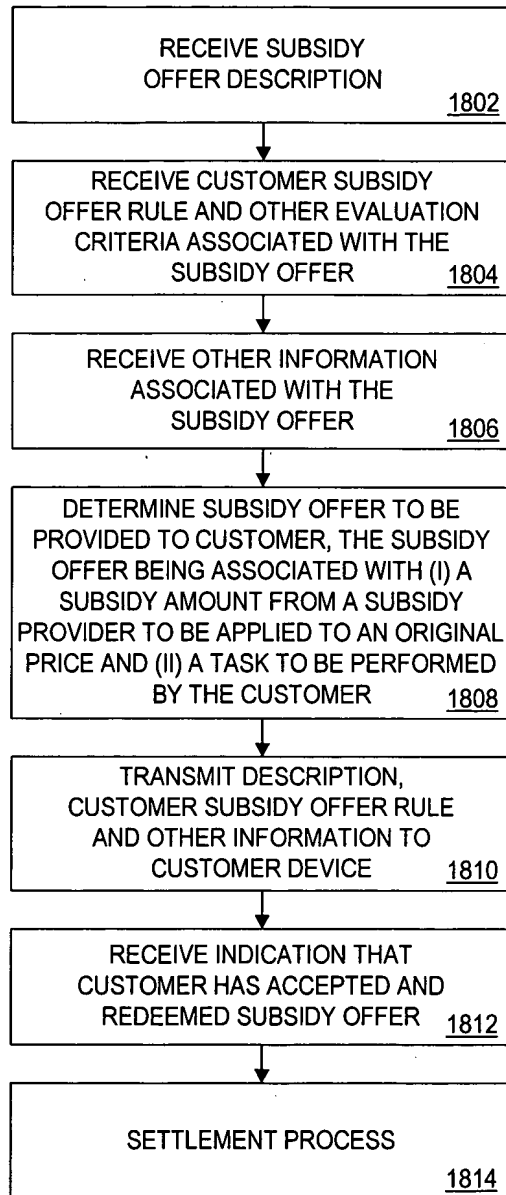


FIG. 18

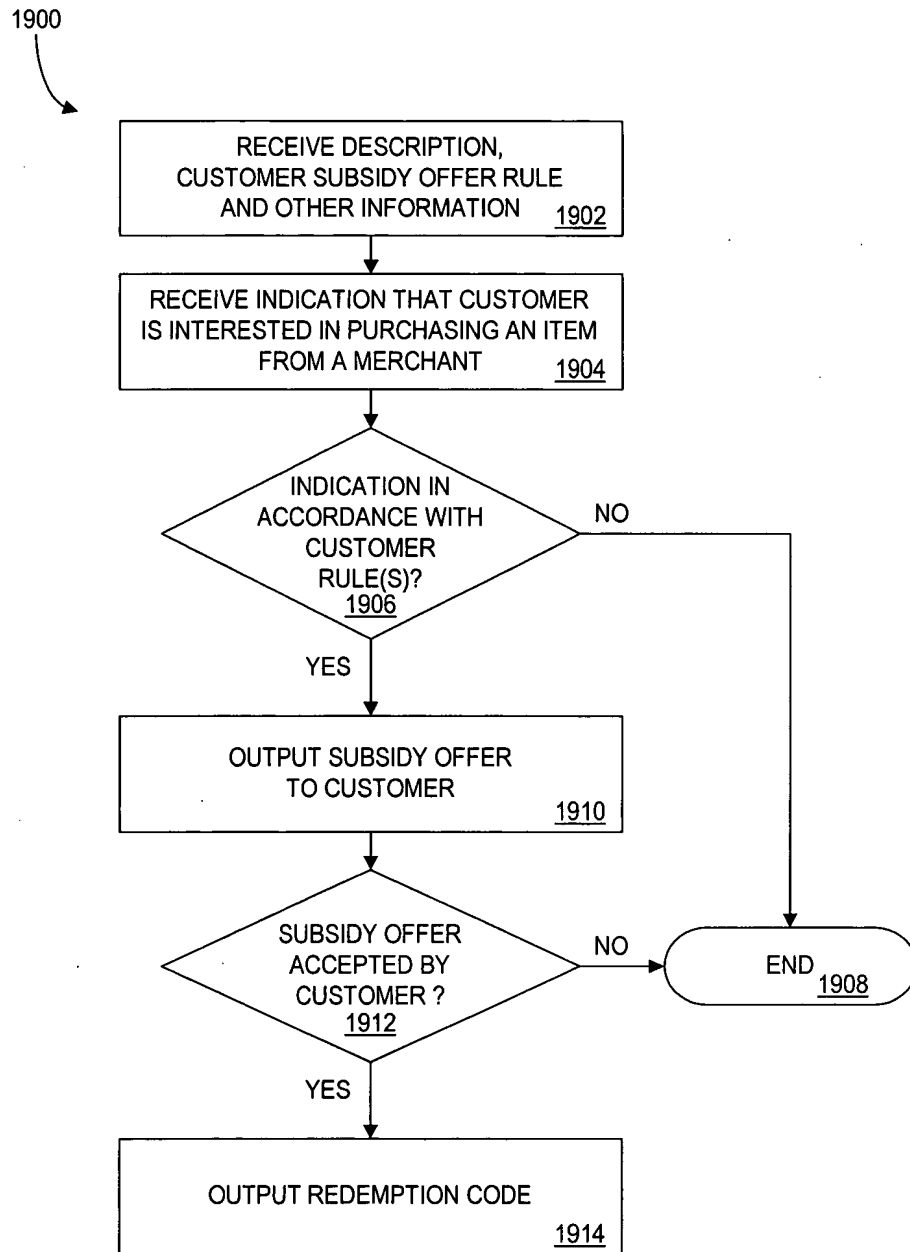


FIG. 19

2000

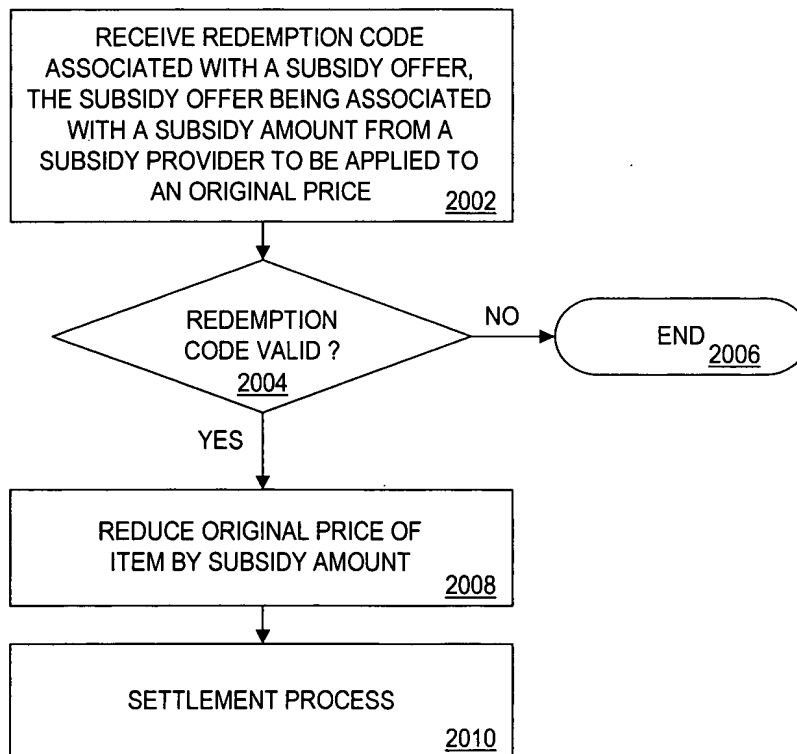


FIG. 20

460

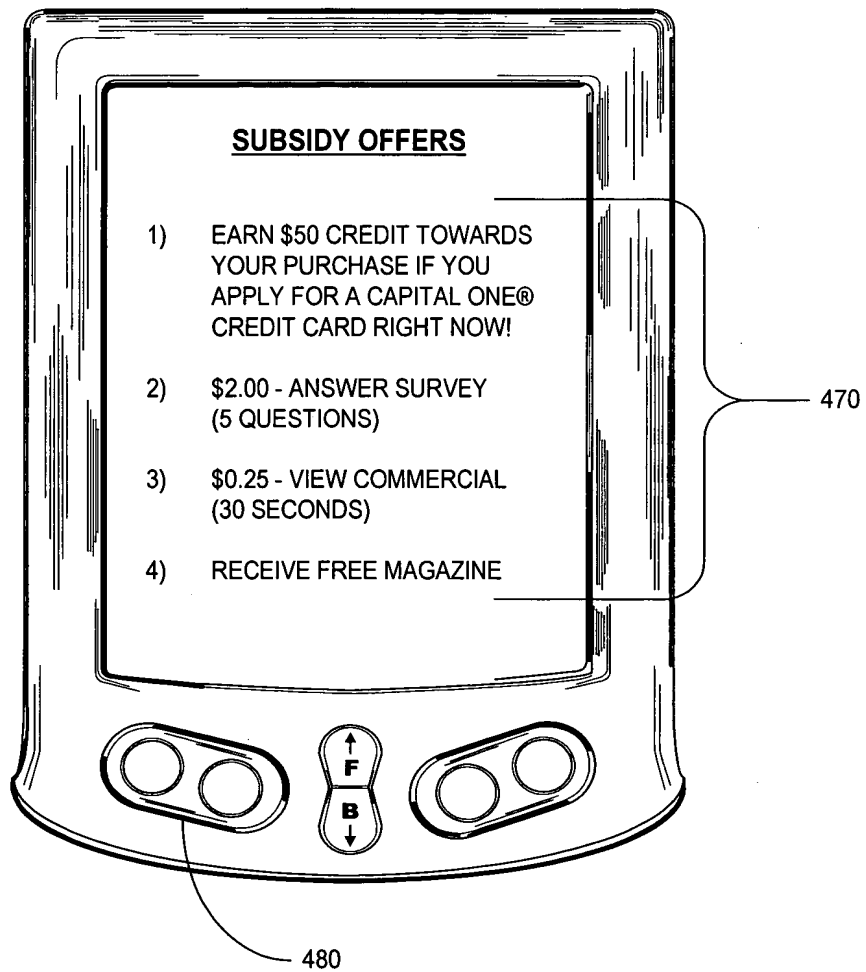


FIG. 21